ROUND IT UP AMERICA®

The Simple Answer to Corporate Social Responsibility

WE ARE

A 501c3 non-profit organization that provides for-profit businesses the financial and legal compliance to offer their customers the opportunity to donate to charity at check-out in all 50 states

ADVANTAGES

1. Cost-free to operator
2. Legal in all 50 states, no cause marketing filing required
3. Multiple POS partners to assist with integration
4. 100% customizable to support any 501c3 organization
5. Can run 365 days a year, not restricted to 30 day cause marketing rules
6. Completely flexible to switch charities in time of disaster/need

THE MILLENNIAL FACTOR

91% would switch brands to one associated with a cause

75% would take a pay cut to work for a socially responsible company

83% would be more loyal to a company that helps them contribute to social and environmental issues

EngageForGood.com has reported that

92% Of consumers have a positive image of companies that have a charitable component

72% Of consumers have donated at the register

55% Of consumers will pay extra from companies committed to a positive social and environmental impact

Charitable donations at checkout grew from $389.2M to $441.6M from 2012 to 2016.

SMALL CHANGE MAKES BIG CHANGE

*Based on 26% of customers donating $0.50

<table>
<thead>
<tr>
<th>Daily Transactions</th>
<th>Average Annual Donations</th>
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</thead>
<tbody>
<tr>
<td>5,000</td>
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<tr>
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<tr>
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<td>$8,800,000</td>
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DATA COMPILED BY EngageForGood.com

ROUND UP. DONATE CHANGE. MAKE A DIFFERENCE.